RESEARCH MOBILE TECHNOLOGIE

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Introduction

In this document you can find the results from our survey, we want to know what the abilities of our target group are, regarding technology. So that we can take their abilities into account with the UI.

Table of Contents

Goal

We want to know what the abilities of our target group are, regarding technology. So that we can take their abilities into account with the UI. We also want to know what the average knowledge is regarding mobile technology with in Brover.

Preparation

To be able to get answer on our research question we did flied research where we held a survey. To do good research, we must be well prepared. To start with, I had several questions to begin with, how am I going to do this research? what questions am I going to ask?

I decided to ask a yes/no question so that it is easy to analyze. Tt is therefore very clear whether they know, or they do not know. This allows us to get better results.

The questions I wanted to ask had to be about knowledge of mobile technology. That's why I first started with easy questions and then I started asking more and more difficult questions. You can see the research questions below.

- Wat is je leeftijd?
- Welke besturingssysteem heb je?
  - Android
  - IOS
- Kan je de Wifi aanzetten?
- Kan je de bluetooth aanzetten?
- Weet je wat die icoon betekend?

- Kan je de data aanzetten?
- Kan je de hotspot aanzetten?
- Weet je wat VPN is?
- Weet je wat "gestures" zijn?
- Weet je waar NFC voor wordt gebruikt?
- Gebruik je telefoon voor contactloos betalen?
- Zo ja, heb je contactloos betalen zelf ingesteld?
- Gebruik je wel eens Siri of googleassistent?
- Maak je wel eens een backup van je data?
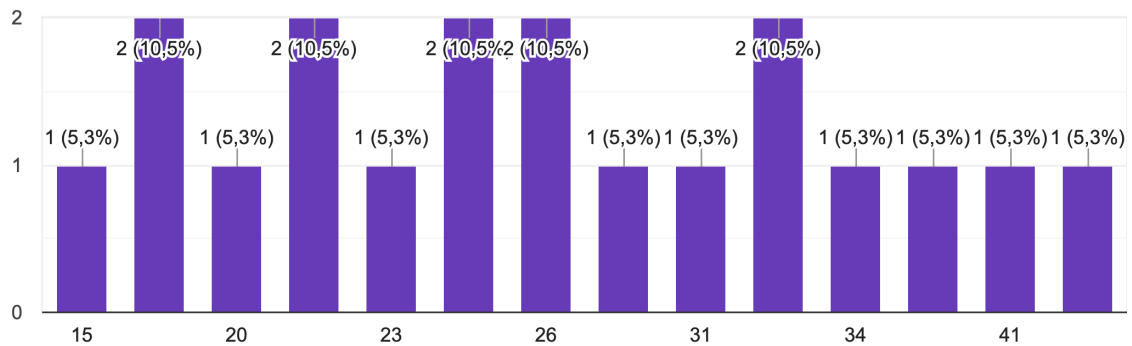- Heb je je telefoon ooit op developer mode gezet?

Research results

We decided not to email the survey to users, but to conduct this ourselves with the user. This way I know for sure that I will get a good answer and that they will not just fill in something.

I ran this with 20 Brover employees. The result is already following.
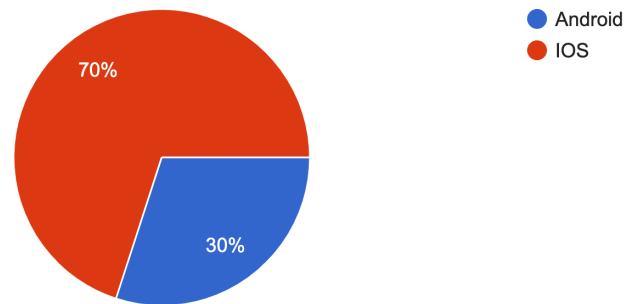
Wat is je leeftijd?
19 antwoorden

Zoals je kunt zien de leeftijdsgroep van Brover is erg verschillend van 15 tot 56 year.
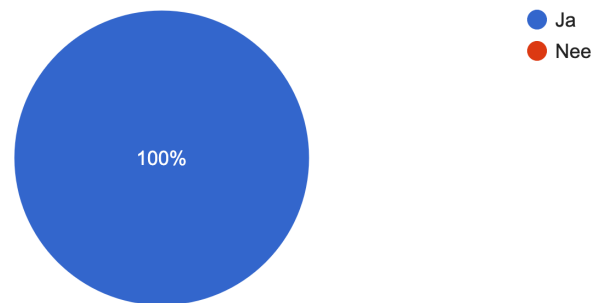
Welke besturingssysteem heb je?
20 antwoorden

- Android
- IOS

70%

30%

You see that 70% of the group uses IOS, this means that they have more knowledge about IOS than android.

Kan je de wifi aanzetten?
20 antwoorden

- Ja
- Nee

100%
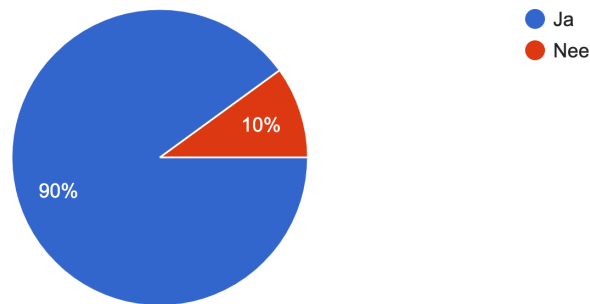
Kan je de bluetooth aanzetten?
20 antwoorden

- Ja
- Nee

100%
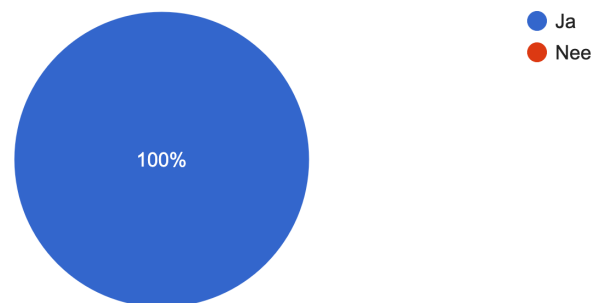
The last 2 questions were easy everybody knew how to turn on wifi and bluetooth.

weet je wat dit icoon betekend?
20 antwoorden

- Ja
- Nee

10%

90%
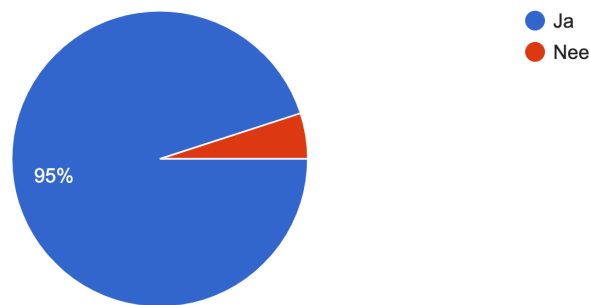
90% of the users knew what network icon stands for. This is a good, this means when they don't have any services, they would be able to notice it.
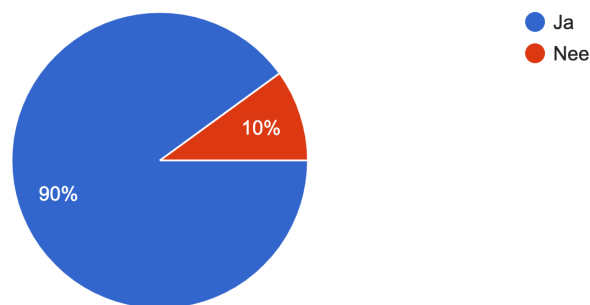
Kan jij je data aanzetten?
20 antwoorden

- Ja
- Nee

95%

Kan je je hotspot aanzetten?
20 antwoorden

- Ja
- Nee

10%

90%
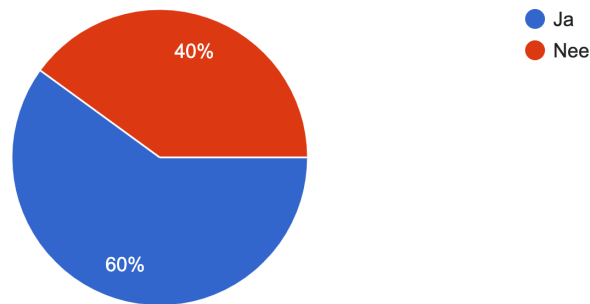
90% knew how to turn on hotspot and 95% knew how to turn on data, this means they have enough knowledge to get internet when there is not data or WIFI.
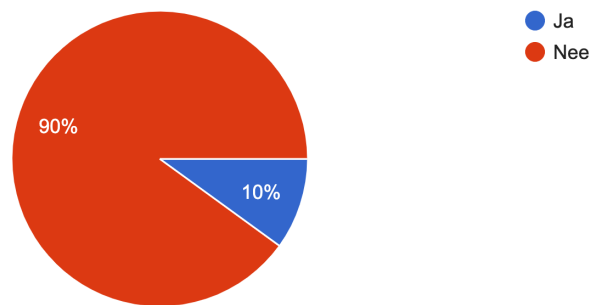
Weet je wat een VPN is?
20 antwoorden

From this point you see that users don't know anymore. After telling them what VPN is they understand it.
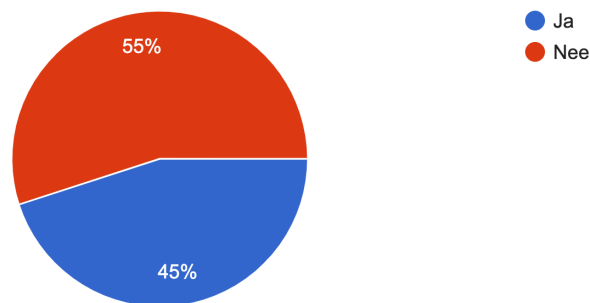
Weet je wat "gestures" zijn?
20 antwoorden

They have never heard of the term "gestures" after telling them what "gestures" are they knew what it was.
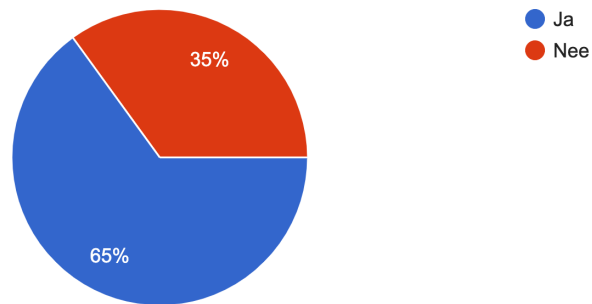
Weet je waar NFC voor wordt gebruikt?
20 antwoorden

Brover wants to work digital in the future. Therefore, they want to use NFC and we see from this result that 55% still don't know what NFC chip is.
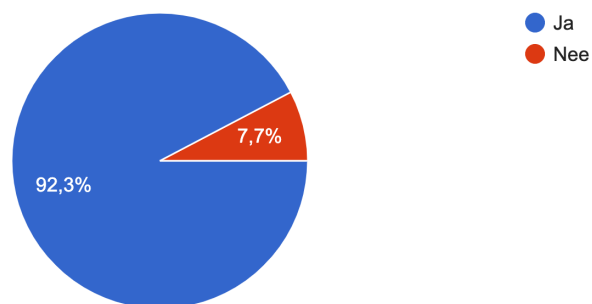
Gebruik je je telefoon voor contactloos betalen?

20 antwoorden

- Ja
- Nee

35%

65%

It was interesting to see 65% people uses wireless paying with the phone, when though they didn't had a lot of knowledge they still trusted the device and the technology.
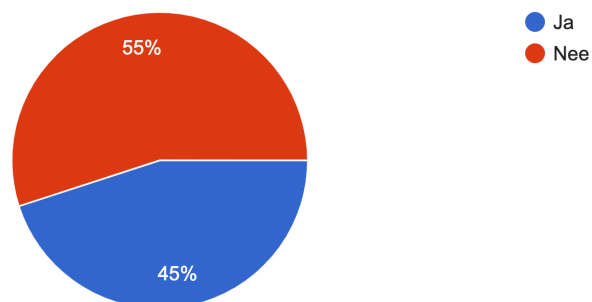
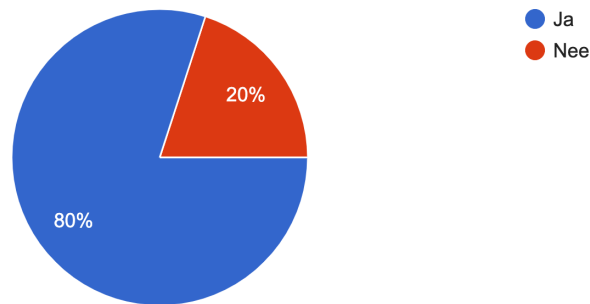## heb je contactloos betalen zelf ingesteld?

13 antwoorden

- Ja
- Nee

7,7%

92,3%

Gebruik je wel eens Siri of google assistant?

20 antwoorden

- Ja
- Nee

55%

45%

Maak je wel eens een backup van je data?

20 antwoorden

- Ja
- Nee

20%
80%

Heb je je telefoon ooit op developer mode gezet?

20 antwoorden

- Ja
- Nee

80%
20%
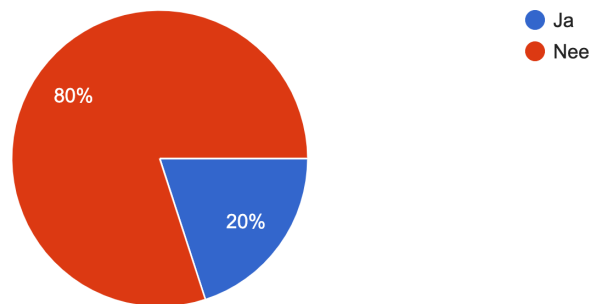
Conclusion

We want to know what the abilities of our target group are, regarding technology. So that we can take their abilities into account with the UI. We got answer to this question, people knew the easy things like turning on the WIFI or Bluetooth but didn't knew complexed things like gestures, VPN or NFC.

We also want to know what the average knowledge is regarding mobile technology with in Brover. Unfortunately, we couldn't get answer to this question this was mainly because we didn't know how to convert the data and calculate the average knowledge of it.